

ARCHIE  
SERIES

Archie's Pal

APPROVED  
BY THE  
COMICS  
CODE



AUTHORITY

PDC

JULY

NO.  
62

10¢

# Jughead

I'M SICK OF BEING  
THE GLUTTON OF  
RIVERDALE HIGH!



FROM NOW ON  
IT'S THREE MEALS  
A DAY, ONLY!



# TREASURE CHEST OF FUN



**BIKE SPEEDOMETER**  
READS UP TO 50 M.P.H.

See how fast your riding!  
Time yourself in racing and  
see if you can better your  
top speed. No gears, no com-  
plicated mechanism. Fasten  
to handle bars and go. Easy to  
install.  
No. 199

Only 75¢



**JIU JITSU**  
Master Jiu Jitsu and you'll  
win any fight. This book  
gives all the grips, blocks, etc.  
which are so effective  
in counterattack. FREE book  
on how to perform  
strong man stunts also  
included.  
No. 224

1.00



**JOY BUZZER**  
**SURPRISE PACKAGE**  
Are you willing to  
take a chance? We  
won't tell you what  
you get, but because  
you're willing to gam-  
ble, we'll give you  
more than your  
money's worth.  
No. 678

The most popular joke  
novelty in years! Wind up  
and wear it like a ring.  
When you shake hands,  
it almost raises the victim  
off his feet with a  
"shocking sensation."  
Absolutely harmless.  
No. 239

Only 50¢

## THROW YOUR VOICE



**Vento & Beck**  
Your chance to be a ventiloquist! Throw  
your voice into books, behind doors, and  
everywhere. Instrument hits in your mouth  
and out of sight! You'll fool the doctor,  
your friends, and your family and have  
fun doing it. Free book on "How to Become  
a Ventiloquist"  
No. 177

25¢



**WINDUP CUSHION**

Place it on a chair under a  
cushion; then watch the fun  
when someone sits down! It  
gives forth embarrassing  
noises. Made of rubber, and  
uninflatable. A scream at parties  
and gatherings.  
No. 247

50¢



## AMAZING MINIATURE RADIO

Tiny featherweight radio that operates  
without batteries, without tubes, but  
brings you years of listening pleasure.  
Nothing to wear out or replace. Plays  
indefinitely. Complete with own ear-  
plug.  
No. 044

4.98



## FOAMING SUGAR

Looks just like real sugar,  
but that's where the  
resemblance stops. When  
it's dropped in liquids,  
they overflow and form  
clouds of suds. Seems  
as though it'll never  
stop.

No. 549

only 25¢



## ELECTRIC MOTOR Drives All Models

Yes, now you can have an actual electric motor  
for just 50¢. It sounds unbelievable, but it's  
true. This compact little kit makes it a cinch  
to build this high power unit. And the fun  
you're going to get driving your model planes,  
boats, etc. Comes complete with easy to follow  
instructions for assembly.  
No. 852

50¢



## PHAROAH SERPENTS

Special pill that when  
lighted forms 1 ft. snake.  
Has a stunning effect on  
the viewer. Can be  
done casually, or as a  
special trick.  
Box of 10  
No. 524

20¢



**24" RUBBER SNAKE**  
A genuine 24" snake  
that will coil and seem  
to be alive. Throw it into  
a crowd and watch the  
fun start!  
No. 941

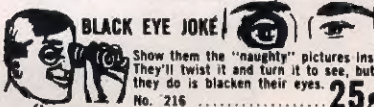
\$1.50



## ATOMIC SMOKE BOMB

Just light one and watch the  
column of thick, white smoke  
rise to the ceiling, mushroom-  
ing into a dense cloud, just  
like an A-Bomb.  
No. 971

20¢



## BLACK EYE JOKE

Show them the "naughty" pictures inside.  
They'll twist it and turn it to see, but all  
they do is blacken their eyes.  
No. 216

25¢

## SNOW STORM TABLETS

Just place one of these  
on the end of a  
burning cigarette,  
and watch the snow fly.  
It'll create a real indoor snow  
blizzard.  
No. 045

per pkg. 20¢



## MINIATURE SECRET CAMERA

Precision camera so small,  
it fits in cigarette pack.  
Weights 2 1/2 ounces and  
takes 10 pictures per roll.  
Photo on ground line  
and time exposure shutter.  
Can be hidden  
anywhere.  
Complete with free roll of  
film.  
No. 788

1.50



## BUILD A BODY OF STEEL

**Start Seeing Results in Just 30 Days**  
Pocket Gym will develop your chest, biceps,  
triceps, neck, shoulders, stomach and legs.  
In just 30 days, you'll begin to earn the  
respect of all your friends—the admiration  
of all the girls. You'll keep fit and fear no  
one.  
001.

1.00

Sorry, but we cannot ship orders totalling less than \$1.00.  
Kindly add 15¢ for postage and handling to all orders.

## MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y.  
Dept. KG-73

Rush me the items listed below. If I am not satisfied  
I may return any part of my purchase after  
10 days free trial for full refund of the purchase  
price.

ITEM - NAME OF ITEM HOW MANY TOTAL PRICE

|  |  |  |
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☐ I enclose \_\_\_\_\_ in full payment The  
Honor House Products Corp. will pay postage.  
☐ Send C.O.D. I will pay postman on delivery  
plus a few cents postage.

NAME  
ADDRESS



## SHRUNKEN HEADS

**FANTASTIC!** Looks  
exactly like what  
jungle head hunters  
prepare. Something  
new and startling to  
hang in your car,  
or in your room.  
A horrible and un-  
usual gift in a box.  
617

75¢



## AUTO BREAKER

Greatest gag in years! Place this  
gadget inside any tail pipe  
and watch the fun.  
Sounds like the  
transmission, fuel pump, and  
whole rear end caved in.  
Harmless, but a panic.  
No. 687

75¢



## BLACK CHEWING GUM

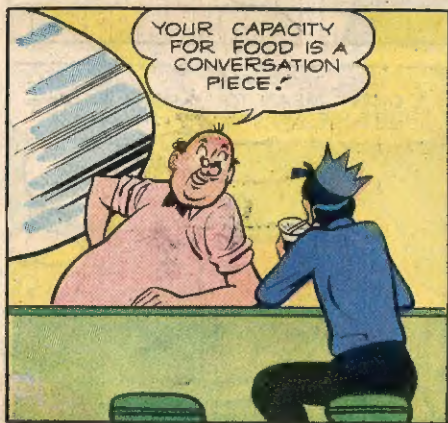
Sucker starts  
chewing this ordinary-looking  
gum and his mouth  
and teeth turn black.  
It's awful but harmless.  
No. 570

25¢



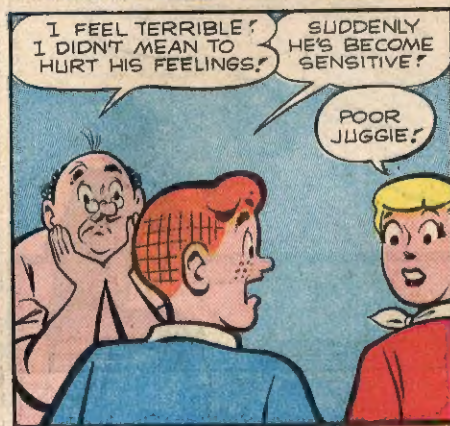
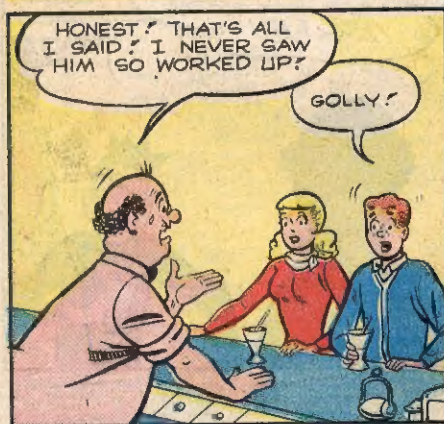
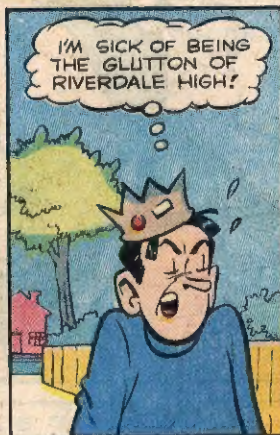
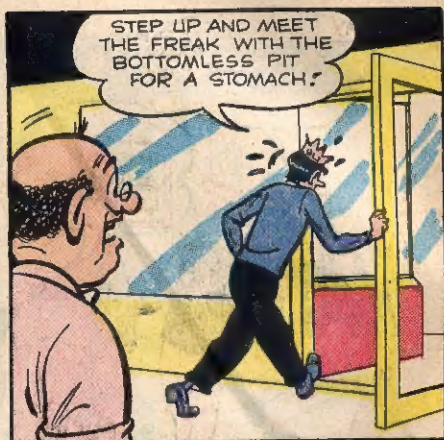
# Archie's Pal Jughead

## BRAIN FOOD



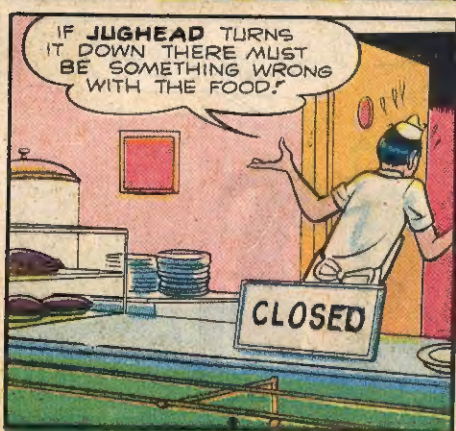
ARCHIE'S PAL JUGHEAD, No. 62, July, 1960. Published monthly by ARCHIE COMIC PUBLICATIONS, INC., 420 DeSoto Ave., St. Louis 7, Mo. Editorial offices: 241 Church St., New York 13, N. Y. Chicago office: 35 East Wacker Dr., Chicago 1, Ill. Hollywood office: 430 So. Western Ave., Los Angeles 5, Calif. Second-Class Postage Paid at St. Louis, Missouri and at additional mailing offices, under the Act of March 3, 1879. Copyright, 1960, by ARCHIE PUBLICATIONS, INC. All rights reserved. Cover and entire content protected by copyright throughout the world. Title registered U. S. Patent Office. Yearly subscription, \$1.20 in U.S.A.; single copies, 10c. No actual person is named or delineated by this fiction magazine. Printed in the U.S.A.



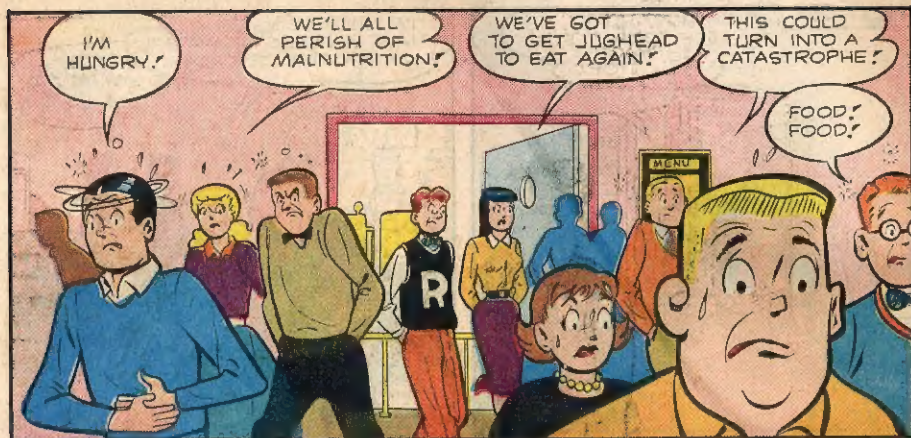




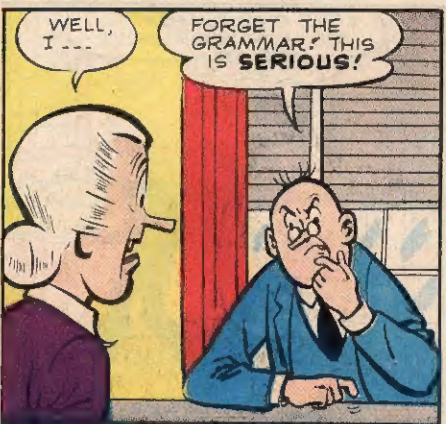
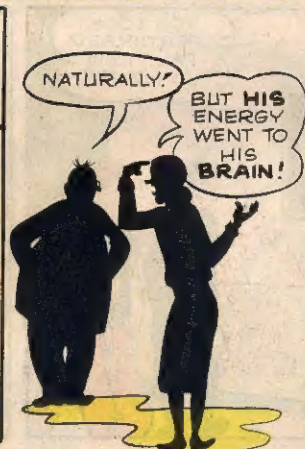
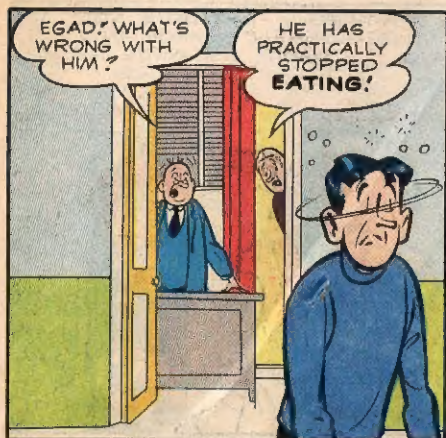
NEXT DAY



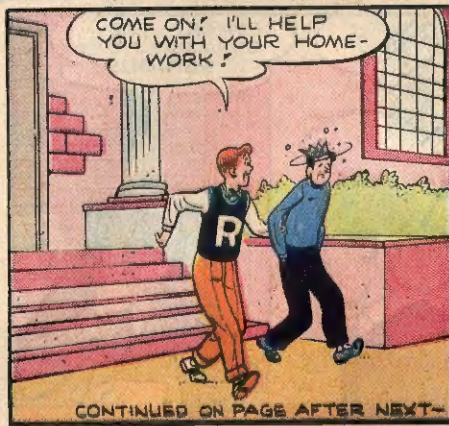
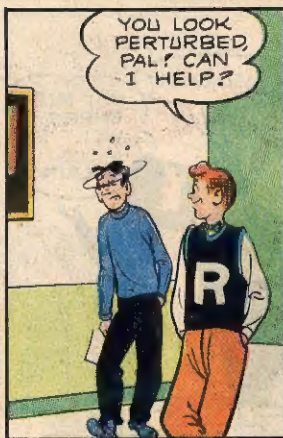














NEW

**FIRE-ARROW**

**Columbia**

**Sportiest!  
Speediest!  
Shiniest!**

You're missing half the fun if you don't ride  
a Fire-Arrow. With its dash and dazzle, it makes you  
a leader in your neighborhood!



AMERICA'S FIRST  
SINCE 1877

CHECK THESE FIRE-ARROW FEATURES!

NEW Cantilever Frame.  
NEW Columbia Aero-Tank with  
Twin Headlights and Horn (Ber-  
muda Bell on Girls' Models).  
NEW Columbia front and rear  
Spring Top Carriers in chrome  
with truss-rod-bumper effect.  
Front carrier attached to fork.  
NEW Columbia-Name plastic  
Grips with flattened top.

**SPORTS BIKE  
OF AMERICA**

NEW Gold Mylar Trim on top  
tube and chain guard.  
NEW Two-Tone Saddle with  
Crash Rail and chrome hard-  
ware.

NEW Twin Headlight on Girls  
Models.  
NEW Bow Pedals with reflector  
jewels.

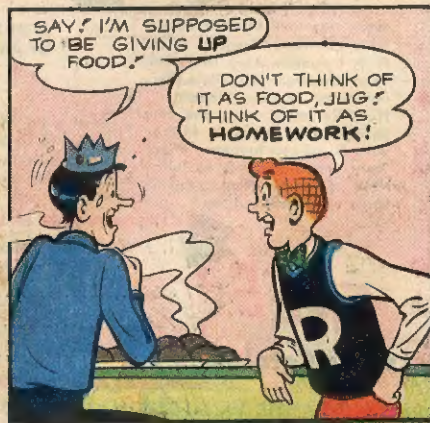
The Westfield Manufacturing Company, Westfield, Mass. DEPT. CS-40

**FREE**  
color Catalog

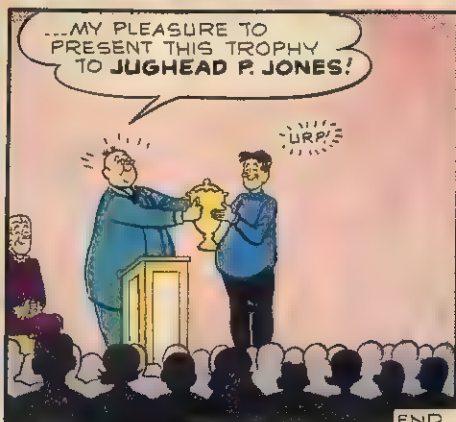
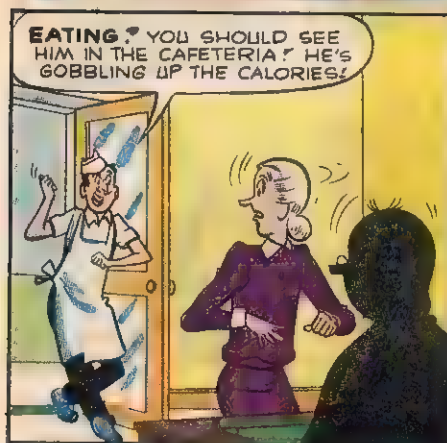
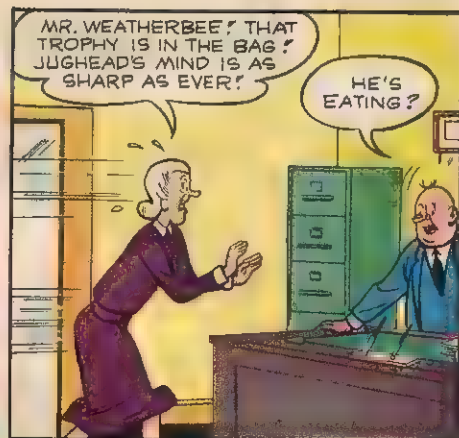
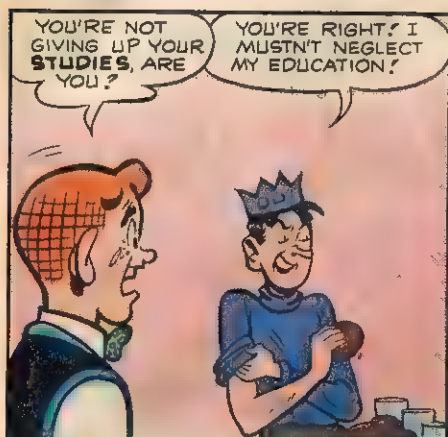
Name .....  
Address .....  
City ..... State ..... Age .....

THE WESTFIELD MANUFACTURING COMPANY, Westfield, Massachusetts









END



# TV Booster Makes All TV Sets Work Better



**Improve TV reception!** Our wonderful new device can improve reception from any TV antenna now available to consumers anywhere. For the first time you can enjoy really high class viewing at really low cost. This wonderful new device called TV BOOSTER will cost you nothing to run. No operating expenses whatsoever. Uses no electricity. Completely safe and it never wears out. Once applied you never have to see or touch it again. For the best reception you've ever seen at next to no cost, we guarantee greatly improved results. All stations in your viewing area can be better seen and you'll get the clearest pictures you have ever dreamed possible, sold on money back guarantee!

## Give Your TV Set A Boost

You spent a fortune on your set and are spending even more repairing it. Every single year your TV repair bill gets larger. Every single year your reception gets worse, and worse. Is this a vicious cycle? Not too often it's the fault of your TV antenna! If you live indoors, you probably have a cheap three foot long rabbit ear antenna. With the two three-foot long pieces of wiring sticking out unsightly like a rabbit's ears. If you own your own home or live in an apartment you probably have a so-called large antenna on top of your roof, the cost to install it was probably about one third over and above the cost of your set or about \$100.00. And so what happens? Along comes a storm and down comes the poor antenna, after the storm you turn on your set and the whole mess with hairy pictures is back again maybe worse!

## Now: New Living TV Viewing

There is something that will help. Think of it. For years you've had to see washed out hairy pictures on your TV screen but now you can use an antenna that's not 3, not 30, but hundreds of feet long. Now you don't get alarmed. Your antenna is already in your house. The wires in the walls will give your TV a boost you want and need so badly. All you need to put your house wiring to work for you is a little time, about two minutes. One magnificent simple device called TV BOOSTER can do this for you at an amazing low price of \$4.95. Use the wires in the walls of your home or apartment to boost your TV reception

## Start Using Electronic Components That Put Pleasure Into TV Viewing!

The wiring in your home spreads out in every direction and can be put to work for you. These wires in your home pick up radio and TV signals from all directions in the same manner that radar picks up signals from thousands of miles away, it makes a wonderful TV booster.

## Start Getting Maximum Pulling Power From Your Housewiring with TV Booster! Or Your Money Back

It works on any year, make or model TV set ever made. We guarantee you must be 100% satisfied or you get every cent back! It must boost your TV reception or your money back.

## Amaze Your Family With Super TV Reception

To connect the TV BOOSTER to your set takes only about 2 minutes and a screw driver. You don't even get your hands dirty. You simply plug it into the nearest electric socket and connect its wires to your set and it's connected forever—anyone can do it. Just unplug your present antenna wires. Slip on the wires of TV BOOSTER and plug in its cord. Use your TV antenna and your TV BOOSTER. Now turn on the weakest channel, try reversing the plug and leave it in the socket in the way you get the clearest brightest picture. That's all there is to it! Every other channel will show you an amazing difference from pictures you have seen before—you will enjoy better sound and more living pictures than you have ever seen before. You'll begin to enjoy living TV better than you've ever dreamed possible or you get every cent

back. Try it—you are the sole judge. Your money back if not thrilled with results.



## From The Latest Advancement In Radar Electronic Research To You, The Tops In TV Boosters!

Now with the latest developments of Electronic Radar Research comes breakthrough TV reception — Living so wonderful you'll say you can't believe your eyes. Send today for the miracle TV BOOSTER that will improve all television sets and turn them into Living TV. TV BOOSTER is sold only by mail and is not sold in stores. Don't delay — try it on our money back guarantee — send for it Today. Mail Coupon Now.

TV BOOSTER CO.  
403 Market St., Newark, New Jersey

Dept. 137

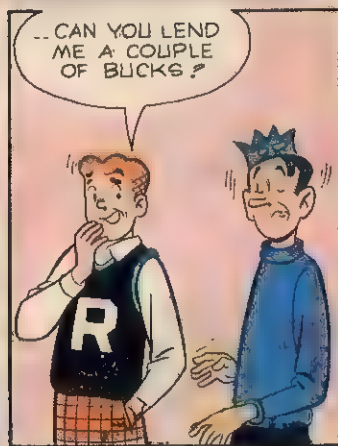
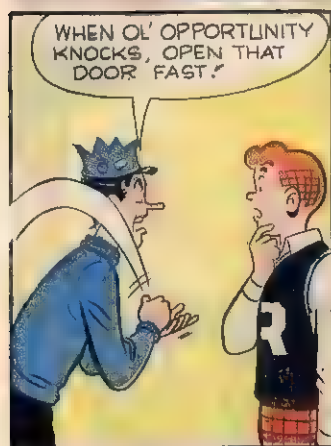
Rush my TV BOOSTER to try at my risk. I must be 100% satisfied or I can return it after a full week's trial and get my money back—I am to be the sole judge. I enclose \$4.95 cash, check or M.O., send postage prepaid. I save up to 75% postage by sending full payment with my order. I will also receive a written and dated guarantee with my order and I must be delighted with the reception of every single channel in my area or I get my money back. ☐ I ENCLOSE \$5.95. SEND DELUXE MODEL.

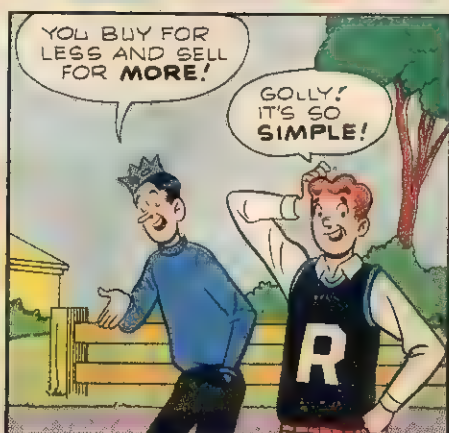
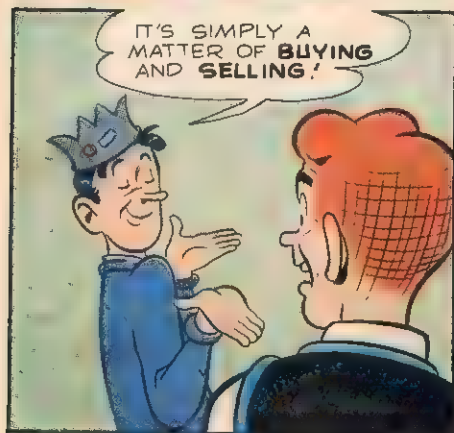
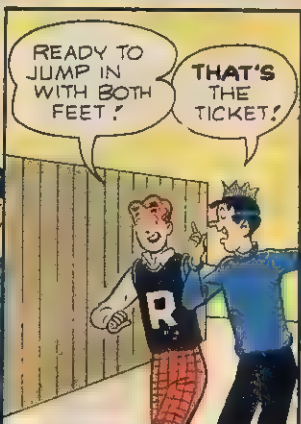
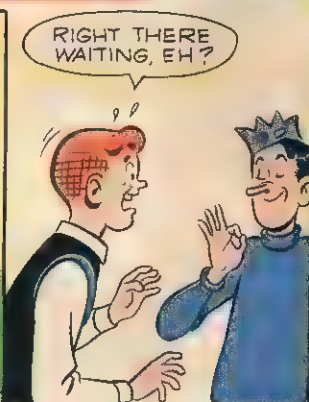
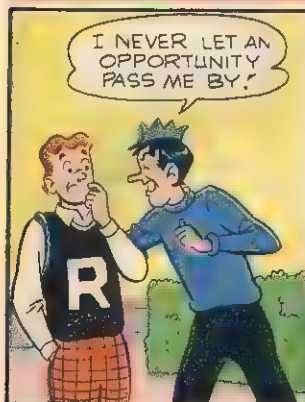
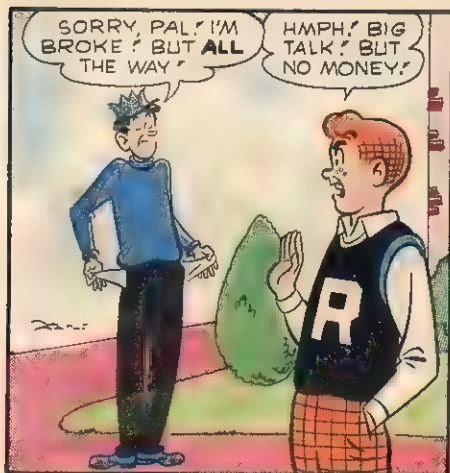
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ADDRESS

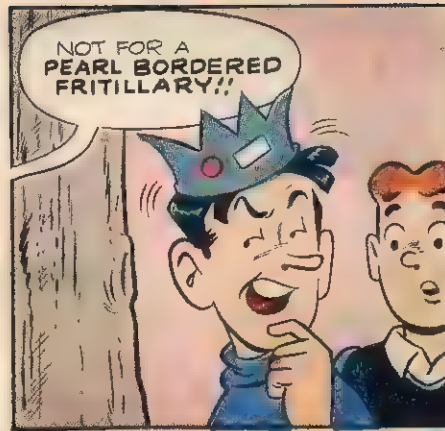
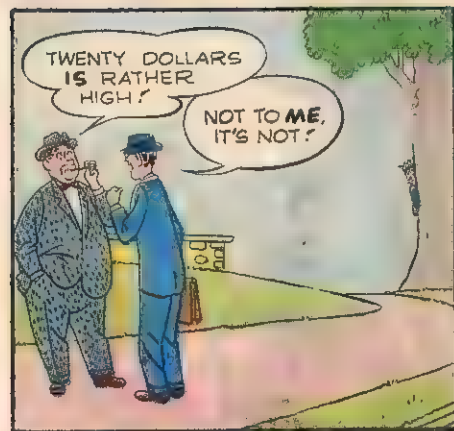
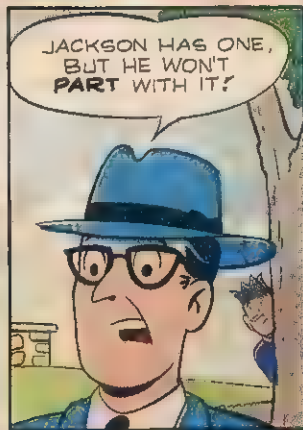
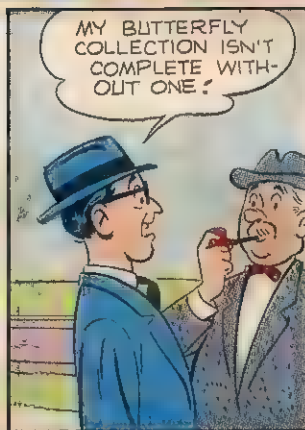
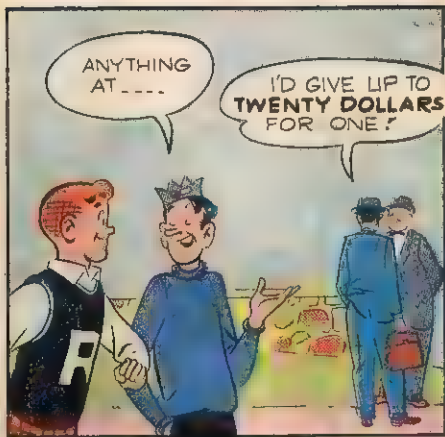
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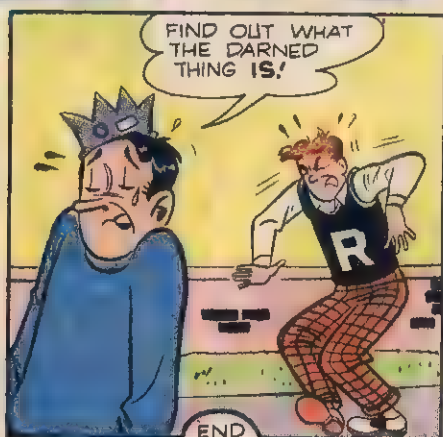
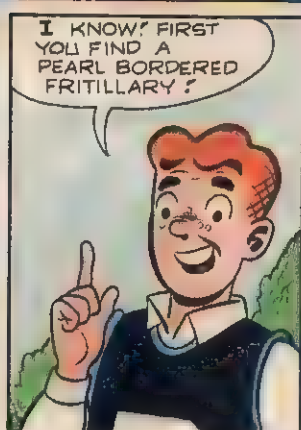
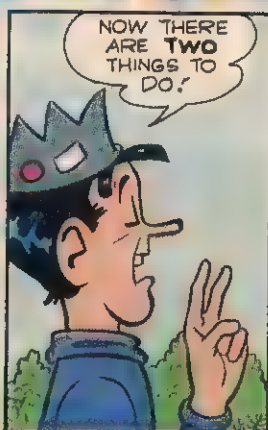
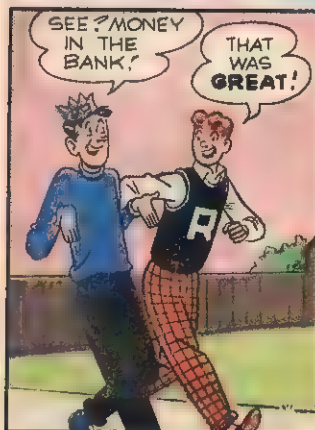
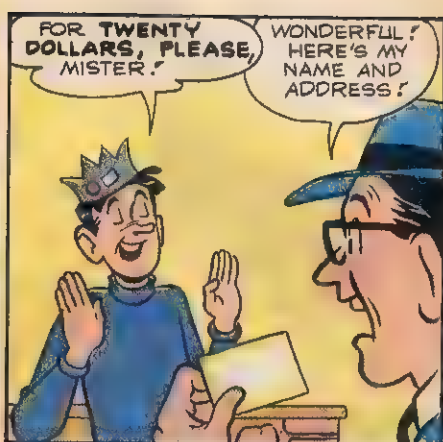
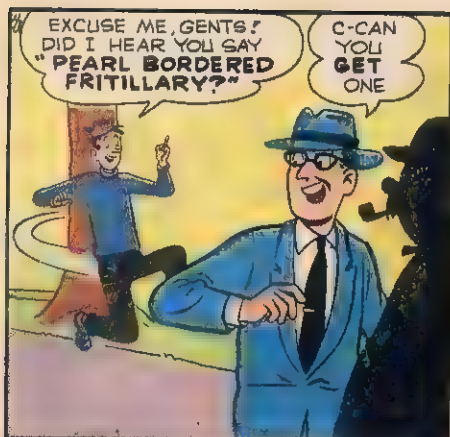














# A BRIGHT NEW STAR

IN THE ARCHIE  
GIANT SERIES

HERE'S A BRAND  
NEW GIANT-SIZED  
EDITION OF FUN-FILLED  
STORIES AND FEATURES  
YOU WON'T WANT TO  
MISS!



GET ON OUR  
PRE-PUBLICATION  
LIST AND BE SURE  
OF GETTING YOUR  
SHARE OF OUR  
**SUMMER FUN!**  
JUST SEND  
THE COUPON!

SEND  
THIS  
COUPON  
**NOW!**

MAIL TO: **SUMMER FUN** 2  
ROOM 603, 241 CHURCH ST.  
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢  
IN CANADA) FOR WHICH YOU WILL SEND  
ME THE NEW **BETTY AND VERONICA**  
**SUMMER FUN** AS SOON AS IT IS OFF  
THE PRESS.

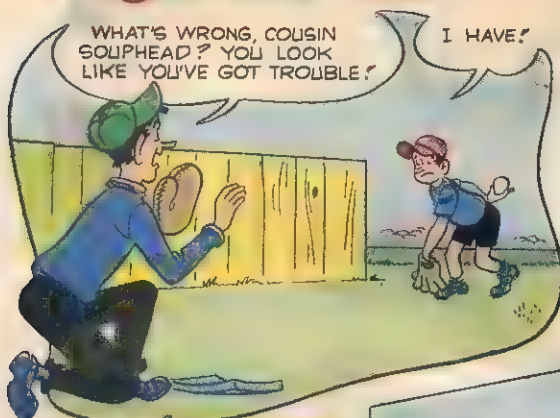
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(PLEASE PRINT)

ADDRESS \_\_\_\_\_

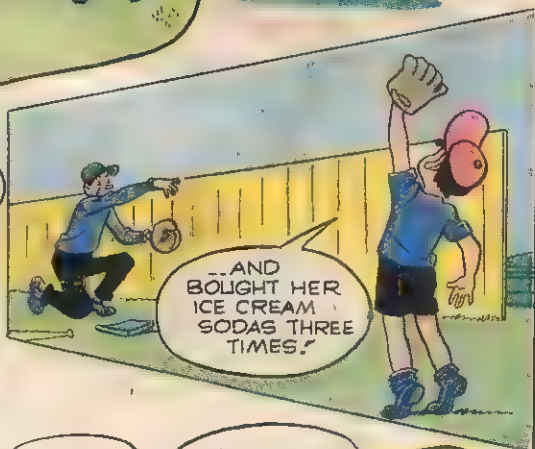
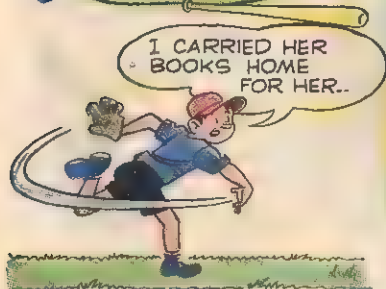
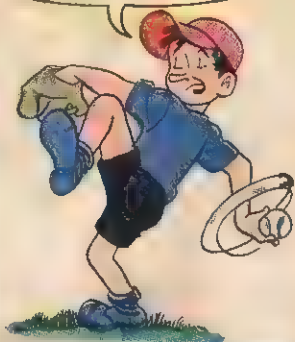
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# Jughead "DOWN WITH DAMES"



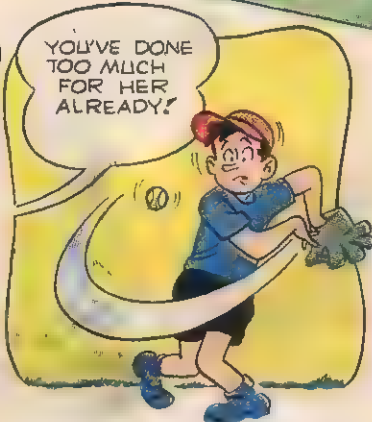
THERE'S THIS GIRL IN MY CLASS THAT I'VE GOT A CRUSH ON!



SO, D'YOU THINK IT WOULD BE OKAY FOR ME TO KISS HER?



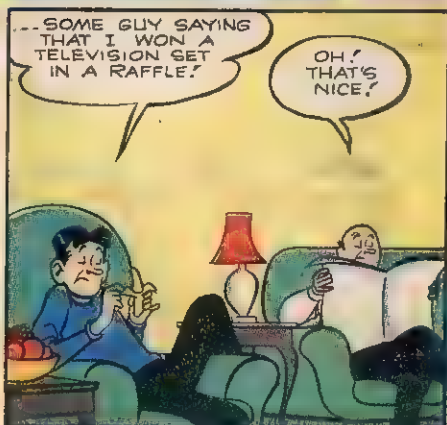
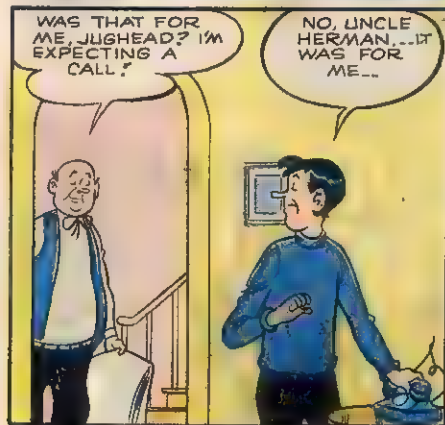
I SHOULD SAY **NOT!**

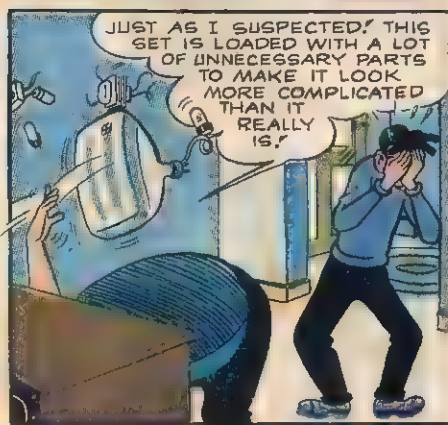
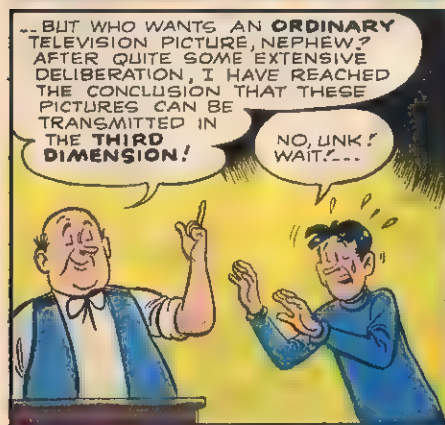
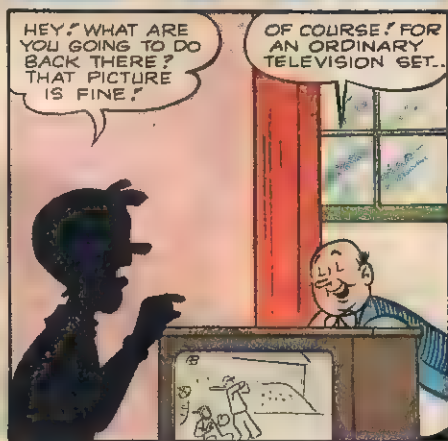
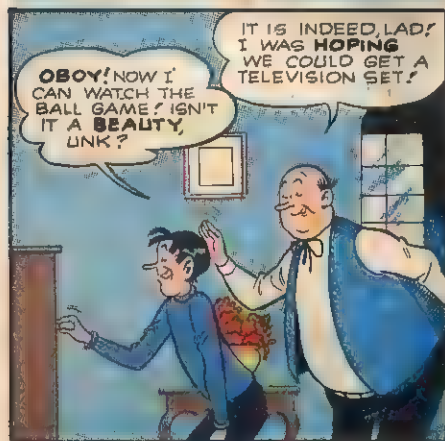
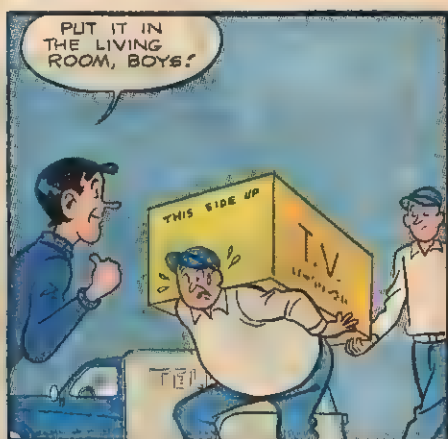
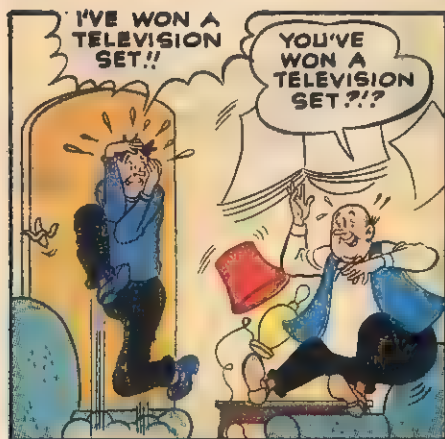




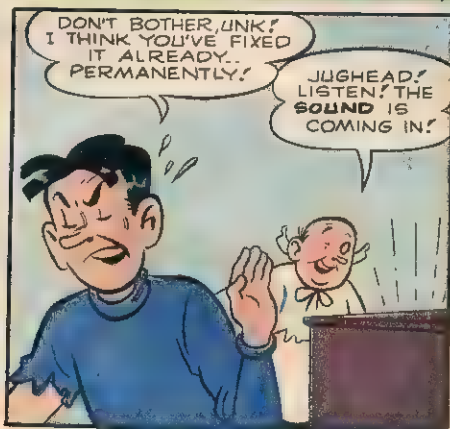
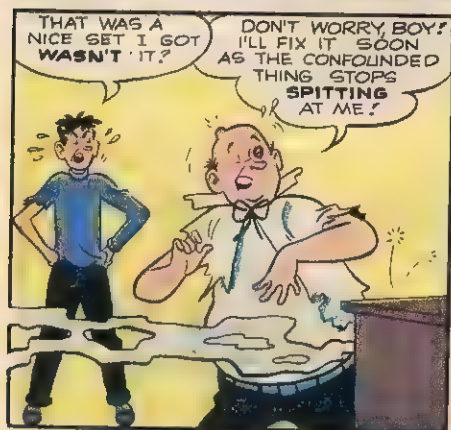
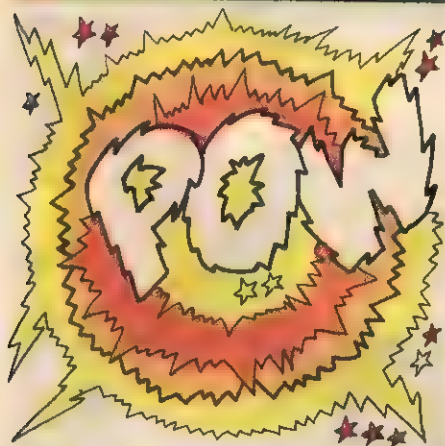
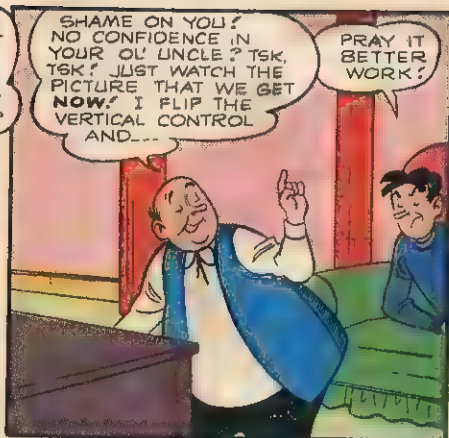
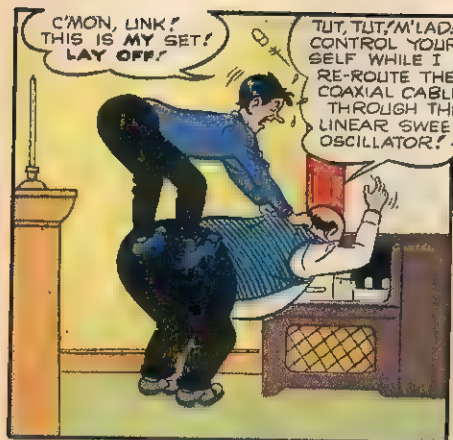
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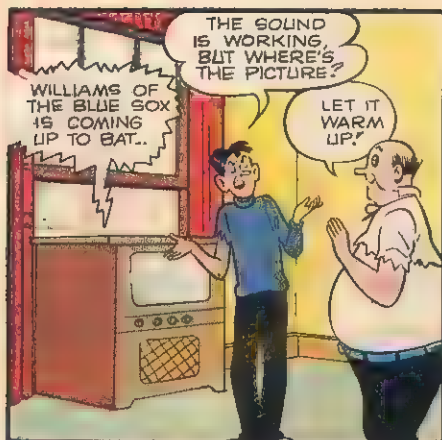
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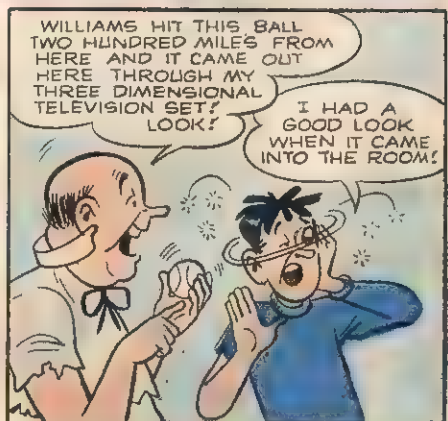
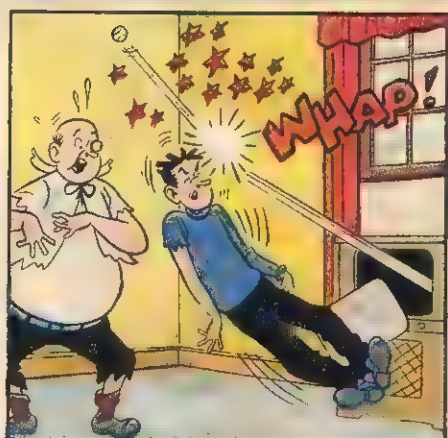
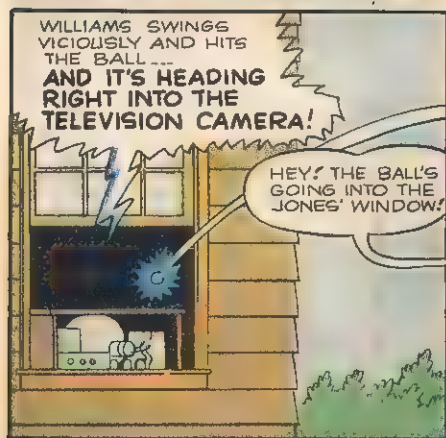
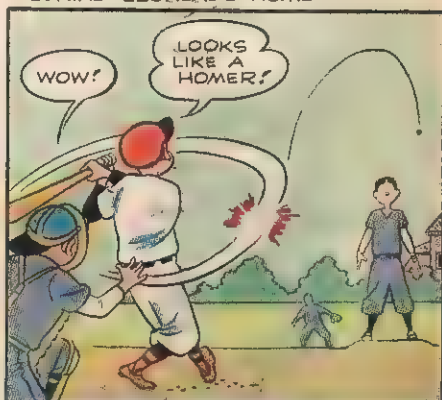




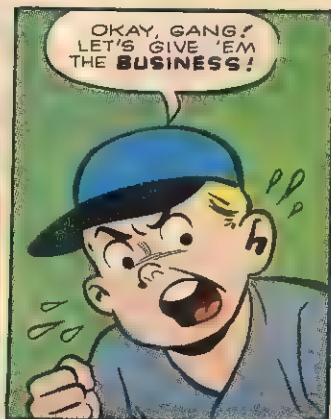
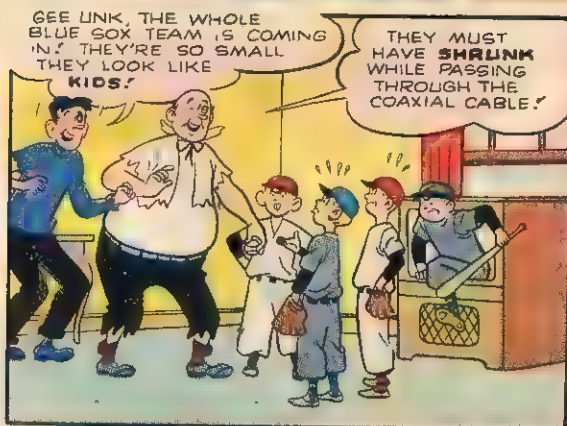
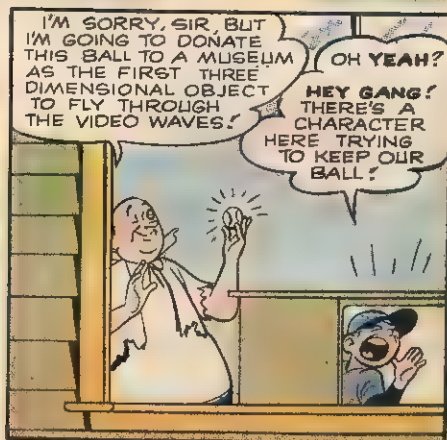
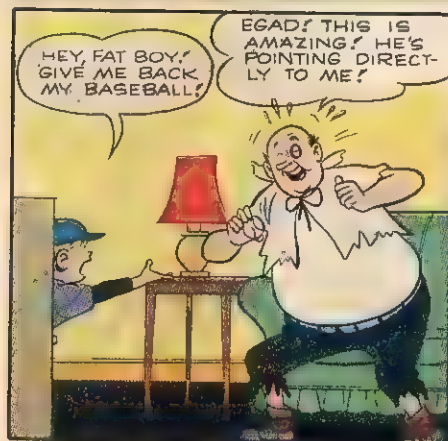
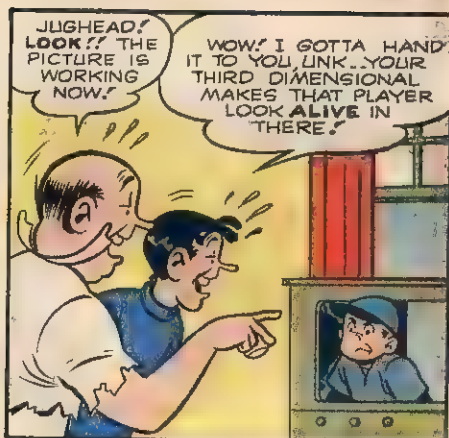
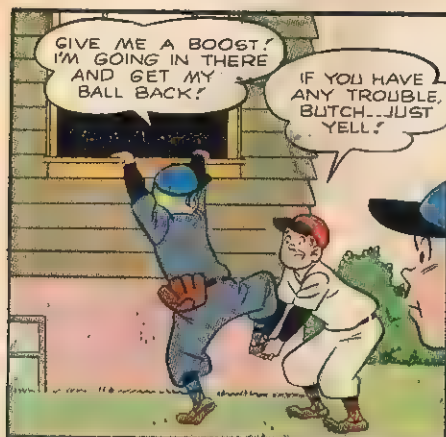


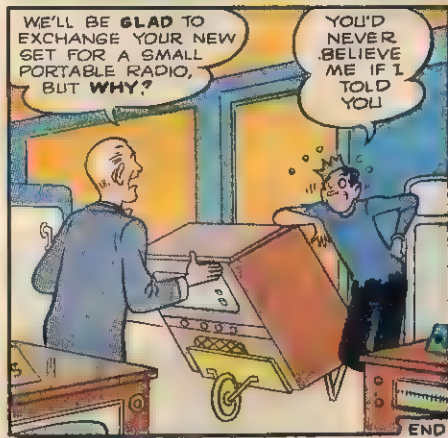
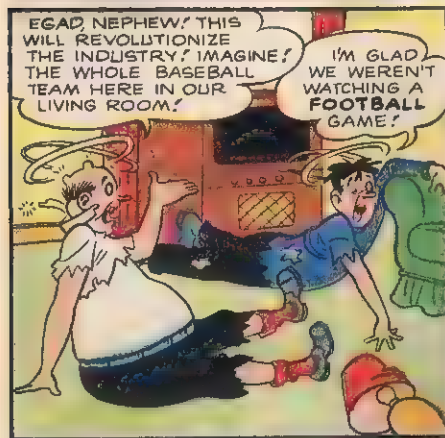
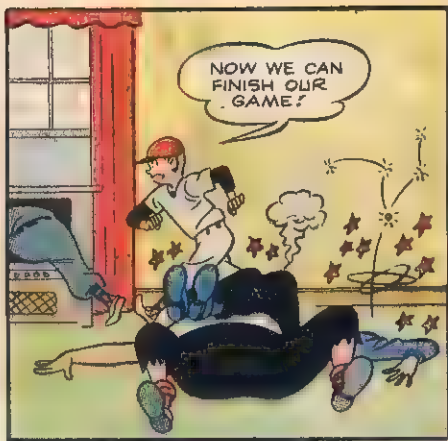
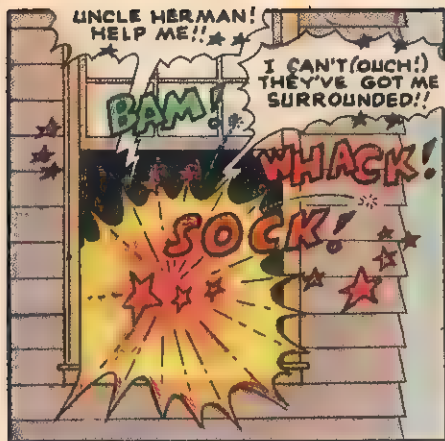


MEANWHILE...IN A VACANT LOT BEHIND JUGHEAD'S HOME









# U.S. ROYAL

*America's Fastest Selling Bicycle Tire...*



**United States Rubber**

CYCLE TIRE DEPARTMENT  
549 East Georgia Street  
Indianapolis 6, Indiana



# 8 LATEST RECORD HITS \$1.00

Village of  
St. Bernadette

Running Bear

One Minute More

First Name  
Initial

The Big Hurt

Among My  
Souvenirs

## HERE ARE THE TITLES—SET No. 9

Village of  
St. Bernadette  
One Minute More  
What About Us  
First Name  
Initial

Running Bear  
You Got What  
It Takes  
Among My  
Souvenirs  
The Big Hurt

In Your Choice of 45 RPM or 78 RPM

IN STORES 8 RECORD HITS 89¢ EACH  
COSTS \$7.12  
OUR PRICE AT \$1.00 plus 10¢ postage  
**\$1.10**

## HERE ARE THE TITLES—SET No. 8

Unforgettable  
Be My Guest  
I've Been  
Around  
Danny Boy

Heartaches By  
The Number  
It's Time To Cry  
Reveille Rock  
Uh! Oh!

**MONEY BACK GUARANTEE.** They must be the nation's top 8 hits. I must be 100% satisfied, or I may return them for my full \$1.00 refund.

**NOW YOU GET THE NATION'S TOP 8 RECORD HITS** for only \$1.00 plus 10¢ postage. We do it by a revolutionary new process that puts 4 songs on each side of a record. So you get the HITS you want instead of an unwanted song or an unknown song on the back of a record.

## YOU SAVE \$6.02

REMBRANDT CO., Dept. 238 ☐ Send Set No. 8  
403 Market St., Newark, N. J. ☐ Send Set No. 9  
☐ send 45 rpm ☐ send 78 rpm

Send the 8 RECORD HITS. I enclose \$1.00 plus 10¢ postage and handling. My money will be refunded if not satisfied. ☐ I enclose \$2.20. Send both sets

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## "THIS MIGHT BE YOUR LIFE"

# READ LIFE WITH Archie



## COMICS

ON SALE ON OR ABOUT MAY 15, 1960

There's a famous U.S. Royal for your bike . . .

lightweight middleweight balloon

# Bike Tires

For the newest in bicycle tires—look to U.S. Royals . . .

NEW tread designs for better road control—

NEW rubber compounds for extra wear, longer life.





## THE FIRST AMERICANS

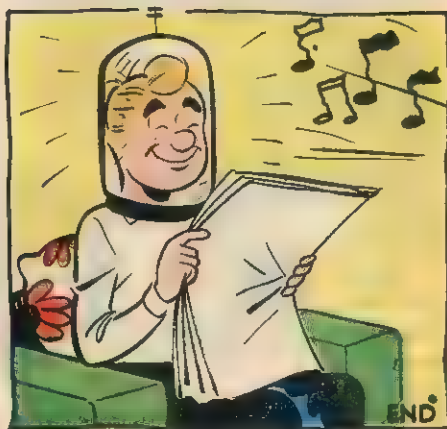
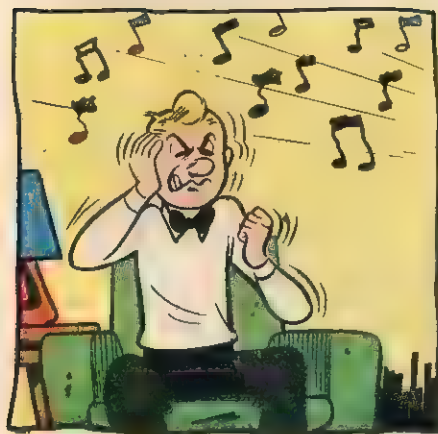
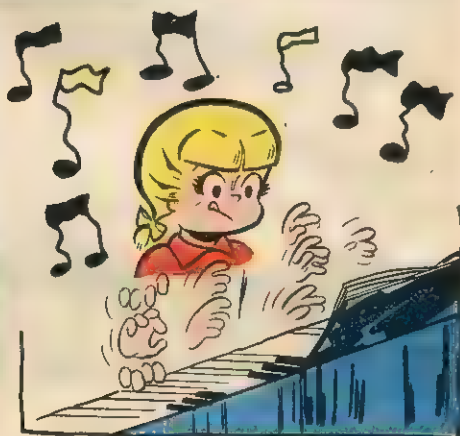
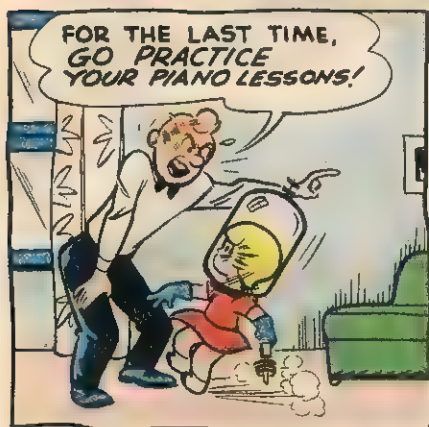
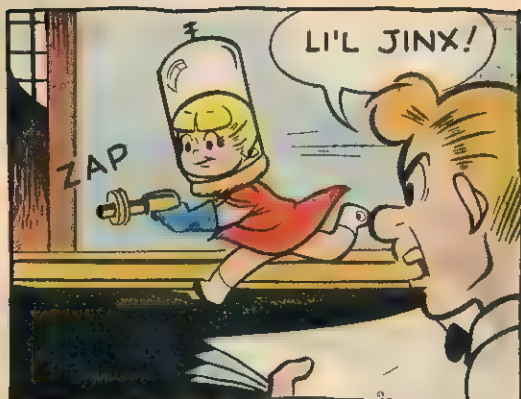
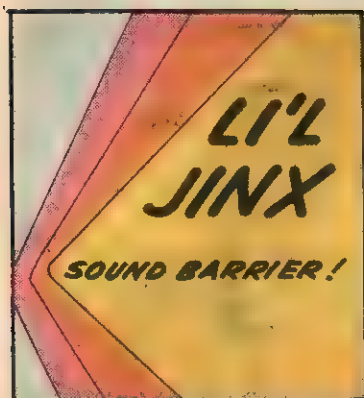
Columbus, thinking he had found a new route to the Indies when he found the North American continent, named the natives "Indians". These natives that he found, which were forever after to be called Indians, were the first Americans. They are believed to have crossed over from Asia over 20,000 years ago, and were the first human beings to live on this continent, sharing the area with such long extinct creatures as the giant sloth and the mastodon.

Indians were hunters essentially, though some fished and farmed to a limited degree. Hundreds of different tribes divided into five main groups and spread across the territory which is now the United States. They had their own weapons, tools, art, music, religion, government and architecture. They played games they had devised and invented the snowshoe and the bark canoe. The democratic form of government evolved by the Iroquois tribes provided some of the basic ideas for the Constitution of the United States.

The Indians of this country were, and still are, a fine, cleanly, intelligent people, known for their crafts, their integrity and their Trojan-like stoicism. They lived off the land, a fine, rich land, before the white man came, and lived a healthy and useful life. They were what is termed "savages", it is true, but to the white people of that time the term stood for any group of peoples who did not conform to the social standards of the whites.

The Indian has been called the "Noble Red Man", and well he might, for there was great nobility in his character and the laws he made for his own kind were right and just. When their way of life, their food, their homes and land were threatened, the Indian fought back, and though they were incomparable horsemen and warriors, they were defeated by advancing civilization. Americans can be proud that the first Americans were the noble Red men.





## Safety Deposit Bank Vault

GENUINE COMBINATION LOCK

- Saves Valuables
- Insures Privacy
- Only You Know The Combination
- All Metal Construction

Only \$1<sup>00</sup>

Now for the first time, you can own your own safety deposit bank vault just like in a real bank, and this one has your own initials. Yes, this sturdy all metal beauty has its own combination and, every combination is different, with a special one that only you know. A flip of the dial locks the safe, and then your own combination opens it. Keep your money, secret possessions, valuables, etc. all inside where nobody but you can get them. There's no key to lose, because **ONLY YOU KNOW THE COMBINATION**. So don't delay. Order now, only \$1.00 plus 25¢ shipping charge.

### MONEY BACK GUARANTEE

Honor House Products Corp. Dept. BC-1  
Lynbrook, New York

Rush my Personalized Safety Deposit Bank Vault with its own combination lock at once, if I am not 100% delighted, I may return for prompt refund of full purchase price.

☐ I enclose 1.00 plus 25¢ shipping charges. Same money back guarantee.

☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

### 10 DAY FREE TRIAL

Order now. If you are not 100% delighted, then simply return for prompt refund of full purchase price. Only \$1.00 plus 25¢ shipping charges.

# 14 sure-fire PARTY TRICKS

## A BIG LAUGH

Now for the first time ever, you can have a "bag of magic tricks" of your own. Be the life of the party—the center of attraction. Each trick a "wow." Simple for you to pull—but the sort of gag that surprises, fools and draws a big laugh every time.

Set consists of:

1. Sneeze Powder
2. Nail thru Finger
3. Floating Sugar (will not dissolve)
4. Hindu Mystic Trick
5. Hot Seat Joke
6. Invisible Ink (writing fades away)
7. Snapping Chewing Gum
8. Trick Soap (hands get black)
9. Imitation Lit Cigarette
10. Hot Pepper Chewing Gum
11. Lovers Fun Card Set
12. Stinko Slinkers
13. Wonder Voice Thrower
14. Suckers Card Trick

The Set  
Complete  
Only  
\$1<sup>00</sup>

Griffin Products — Dept. 5-AC  
Post Office Box 444, Great Neck, N. Y.

Please rush me Giant Set of 14 Sure-Fire Fun, Magic and Party Tricks. I am enclosing \$1.00 in full payment.

Name \_\_\_\_\_

Address \_\_\_\_\_

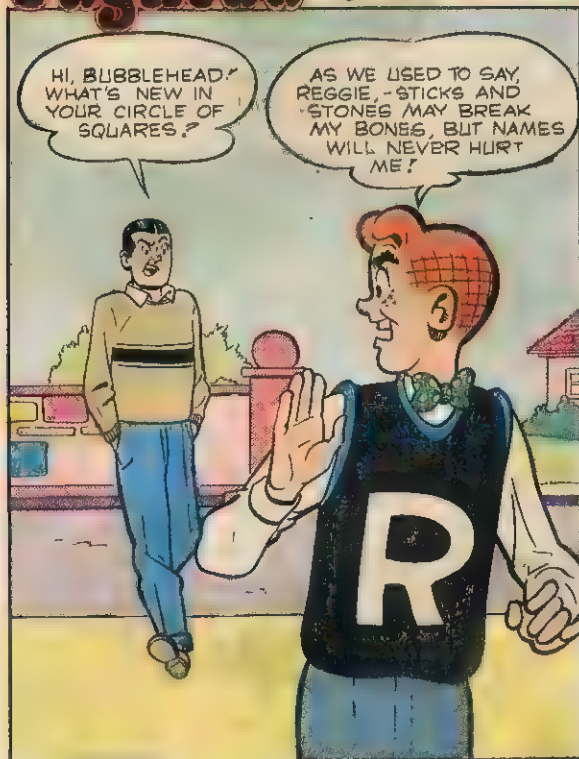
City & Zone \_\_\_\_\_

State \_\_\_\_\_

RUSH COUPON TODAY...  
MONEY BACK GUARANTEE



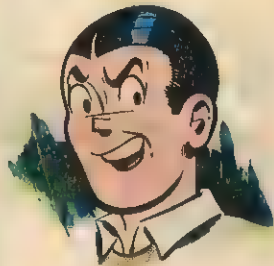
# Jughead *The* SEARCH



SAY! WHERE ARE YOU GOING?



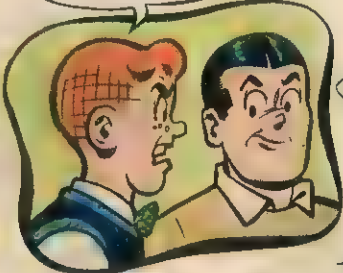
TO COLLECT A FEW STICKS AND STONES!



YOU'VE GIVEN ME A PRETTY GOOD IDEA!



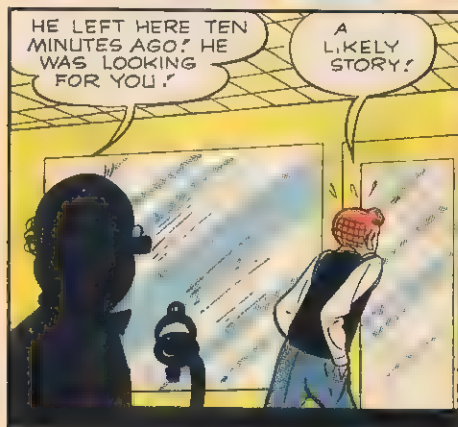
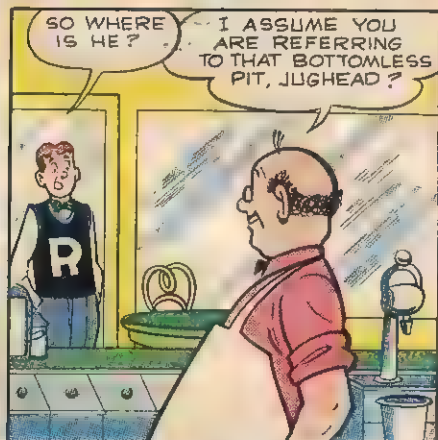
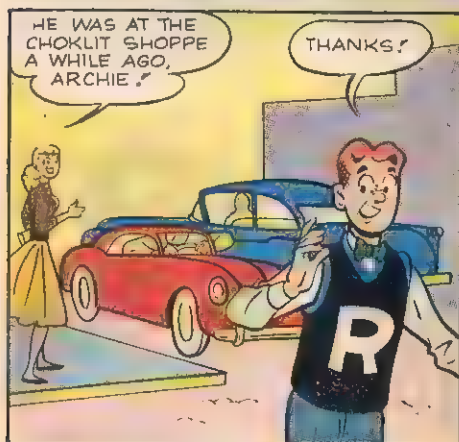
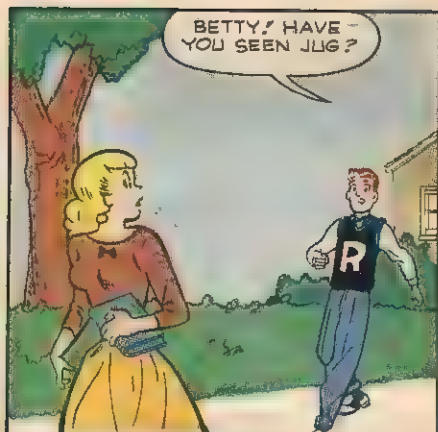
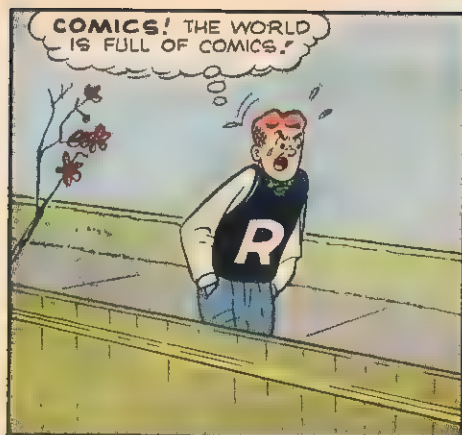
NEVER MIND THE COMEDY, FLAT-TOP! HAVE YOU SEEN JUGHEAD?



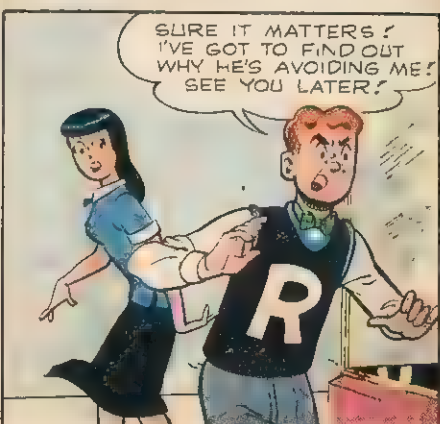
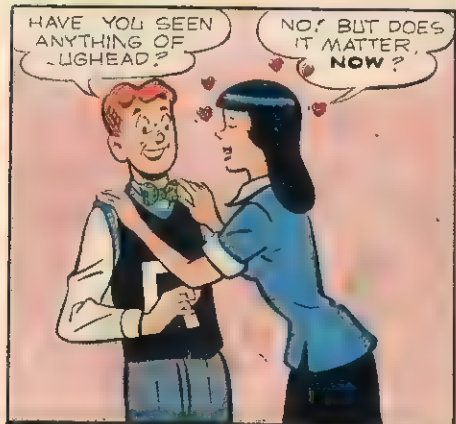
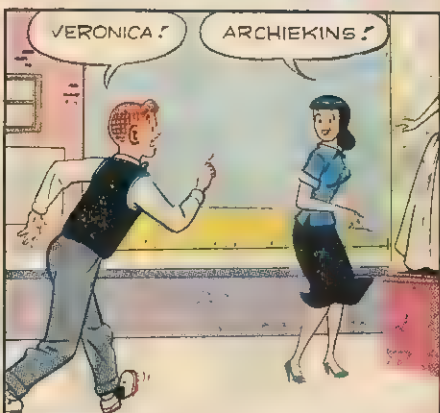
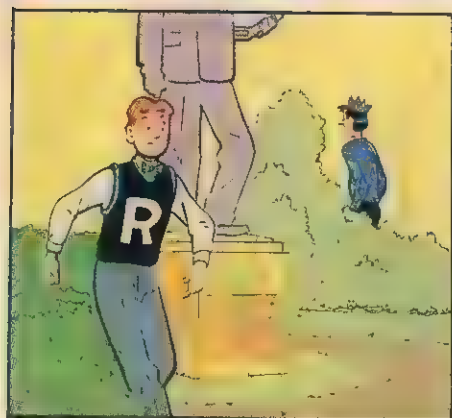
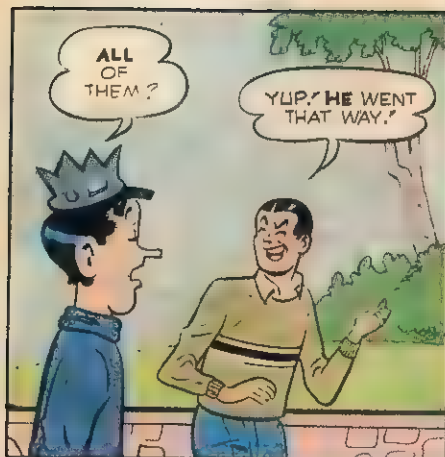
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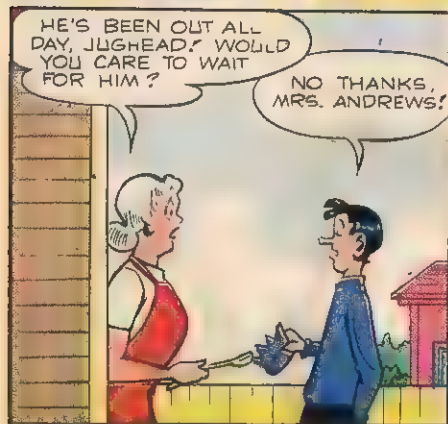
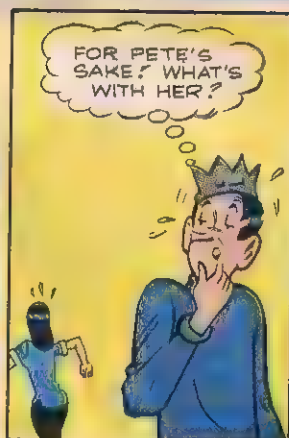
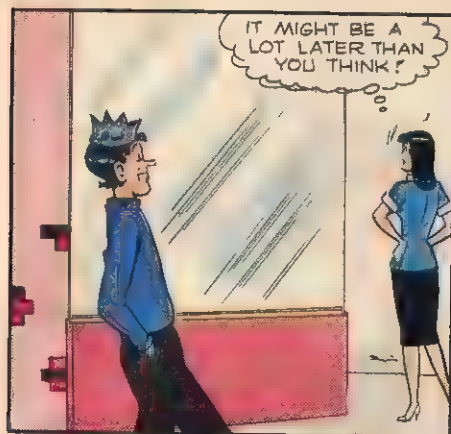
THIS HAS BEEN MY GOOD DAY SO FAR!



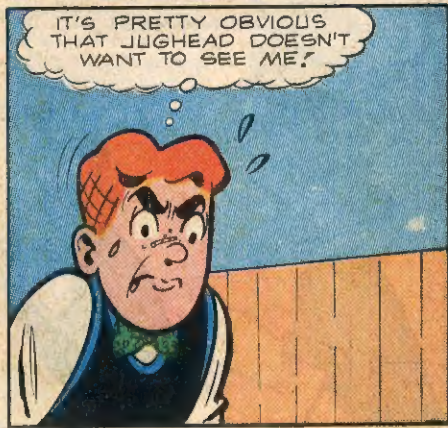




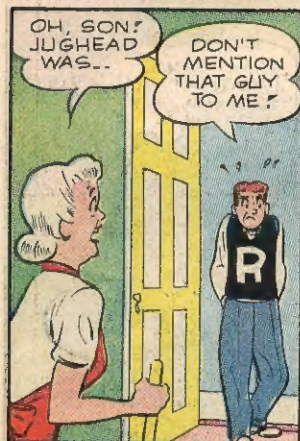
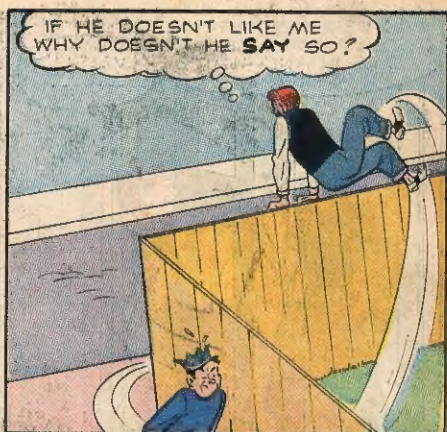




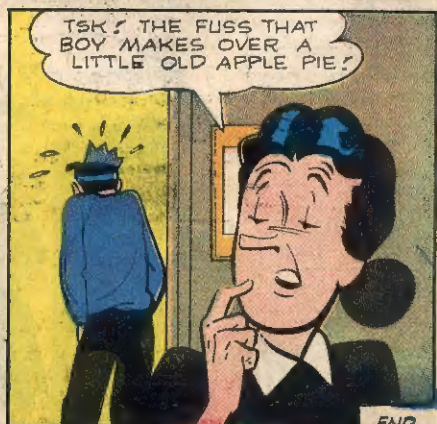
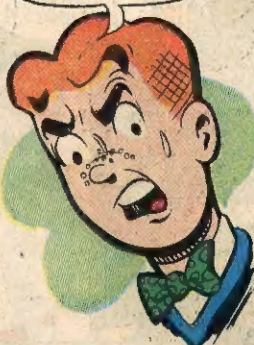








I'M THROUGH WITH HIM!



END



# Don't Be Half A Man!

Let Me SHOW How I Can Make You a REAL HE MAN  
from Head to Toe—in Just 15 Minutes a Day!

## ARE YOU:

- Skinny and Run Down?
- Always Tired?
- Nervous?
- Shy and Lacking in Confidence?
- Overweight and Short of Breath?
- Lacking in Vim and Vigor?
- Fat or Flabby?
- Slow at Sports?
- Do You Want to Gain Weight?
- Tired of being bullied?
- Ashamed of your Half-Man Build?

NOBODY would ever call an Atlas Champion "Half A Man." They wouldn't dare. And nobody has to settle for "Second Best" . . . be "pushed around" by huskier fellows . . . or go through life feeling HALF - ALIVE. CHARLES ATLAS, himself, tells you what you can do about it—and FAST—right on this page!

Take a good honest look at yourself! Are you proud of your body or are you satisfied to go through life being just "half the man" you could be?

NO MATTER how ashamed of your present physical condition you may be—how old or young you are—you have the DORMANT muscle power in your God-given body to be a real HE-MAN. Believe me, I know because I was once a 97-pound HALF-ALIVE weakling. People laughed at my build . . . I was ashamed to strip for sports . . . shy of girls . . . afraid of competition.

Then I discovered the secret that changed me into "The World's Most Perfectly Developed Man." The secret I have shared with thousands of fellows to turn them into marvelous physical specimens — REAL HE-MEN from head to toe!

### My Secret Builds Muscles FAST!

My Secret is "Dynamic Tension." It's the NATURAL easy method you can practice right in the privacy of your own room — JUST 15 MINUTES EACH DAY — while your scrawny chest and shoulder muscles swell so big they almost split your coat seams . . . you get sledge hammer fists, a battering ram punch . . . ridges of solid stomach muscle . . . mighty legs that never tire!

NO theory. No gadgets or contraptions. When you develop your strength through "Dynamic Tension," you can laugh at artificial muscle makers. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day — walking, bending over, even while sitting! — watch it increase, and multiply until you're covered with a brand-new suit of beautiful SOLID MUSCLE. You're a REAL HE-MAN!

*Charles Atlas*

Holder of the title "The World's Most Perfectly Developed Man."



VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1½ ft. high! All pupils eligible.

## Here Are Just a Few of the Men I've Turned into Atlas Champions!

Five inches of New Muscles  
"That is what you have done for me—and in almost no time."  
—C. W., W. Va.



Proud of His Build Now  
Gained 20 pounds. "My whole upper trunk is now in proportion to the rest of my body. I'm really proud of my body, thanks to you."  
—P. V., Va.

"New Health and Strength"  
"I feel like a lion. I can easily lift 185 pounds. You gave me new health, strength, and a perfect build."  
—W. D., N. Y.



Make Wonderful Progress  
"I am sending you this snapshot showing my wonderful progress."  
—W. G., New Jersey

**FREE** My 32-Page Illustrated Book is Yours—  
Not for \$1.00 or 10c—But FREE

Send NOW for my famous book showing how "Dynamic Tension" can make you a new man. 32 pages packed from cover to cover with actual photographs, valuable advice, answers to many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally. **CHARLES ATLAS, Dept. 156 115 East 23rd St., New York 10, N. Y.**



**CHARLES ATLAS, Dept. 156 115 East 23rd St., New York 10, N. Y.**

Dear Charles Atlas: Here's the Kind of Body I want:

- |                                                   |                                                    |
|---------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> More Weight—Solid—in     | <input type="checkbox"/> Powerful Arms, Legs, Grip |
| <input type="checkbox"/> The Right Places         | <input type="checkbox"/> Slimmer Waist, Hips       |
| <input type="checkbox"/> Broader Chest, Shoulders | <input type="checkbox"/> Better Sleep, More Energy |

Send me absolutely FREE a copy of your famous book showing how "Dynamic Tension" can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

NAME.....AGE.....  
(Please print or write plainly)

ADDRESS.....

CITY.....ZONE.....STATE.....



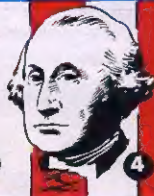
## W A BEAUTIFUL SIGNET RING

**ENGRAVED WITH YOUR OWN INITIAL**

## IT'S FUN! IT'S EASY!

★ *All you do is...* ★

## NAME THESE FAMOUS U. S. PRESIDENTS



***Just Get All 4 Right... We'll Send Your***

**GENUINE NICKEL SILVER SIGNET RING ABSOLUTELY FREE!**

**(A really terrific ring — made up with your own initial)**

Also we'll mail **BIG CATALOG** showing Bikes, Dolls, Guns, Watches, etc. — You can get at no cost! You'll be tickled pink and proud as a peacock to wear this strikingly beautiful ring. Wait till you see it! And it's so easy to win. Simply check on coupon the correct names of the 4 famous American Presidents shown in the pictures above and mail to us. If you name all 4 Presidents correctly, we will send you **ABSOLUTELY FREE** your **OWN** **PERSONAL SIGNET RING** — made up with your own

initial (you may have your choice of first letter of either first or last name). Also, we will send you big FREE CATALOG of wonderful PREMIUMS—Bikes, Wrist Watches, Guns, Dolls and dozens of others—and tell you how to get them at no cost! Simply offer White CLOVERINE BRAND SALVE, easily sold to friends, relatives and neighbors, at 50¢ a package, and choose your PREMIUM or CASH COMMISSION. But right now, name correctly the Presidents shown above and get your BEAUTIFUL SIGNET RING—ABSOLUTELY FREE! Rush coupon today!

**HURRY! HURRY! CHECK YOUR  
ANSWERS ON THE COUPON...**

**Then mail coupon to win your  
BEAUTIFUL SIGNET RING**

Win genuine nickel silver SIGNET RING — ABSOLUTELY FREE! Just name correctly the 4 famous American Presidents pictured above. Check names on coupon—fill in rest of coupon and mail to us. IT'S EASY TO WIN—ACT NOW!

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